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A Study on Social Media and Its Impact on Employee Behavior

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Abstract: The purpose of this paper is to find out impact of social networking sites like Facebook, Twitter, Youtube, LinkedIn, What's App and other gaming applications on employees behavior. The purpose of this study is to explore how social networking affects employee performance with respect to their concentration during office hours. Here the study undertaken across various professions- lawyers, doctors, teachers, bankers, managers, freelancers to assess how social networking is affecting their productivity.

Keywords: Employee Behaviour; Face book; Twitter; You tube; LinkedIn, What's App

I. INTRODUCTION

Do you crave to look for the current "status" of your friend? Or do you want to cross the next level of a game you played while coming to workplace? Or do you want to upload a recent "Selfie" you had clicked at yesterday's party? Answers to all such questions will give an insight into our present research topic –"Social Networking or Social Media and its impact on employee productivity".

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

Thus social networks are those mediums which give us an opportunity to share a whole array of information- personal and professional. What we are going to understand here is whether this is a two Way Street causes too much "NOISE" or helps in better "COMMUNICATION."

Social networking site is all about awareness and connection, and presently the social networking site seems to be the flavor of all the seasons. It has tickled the employees and is fast becoming a problem for many organizations as these sites are affecting the productivity of employee in the workplace. The new media is growing so fast that it makes it imperative for employees to embrace the medium.

Social networking is a way in which many individuals come together and form many sized groups. These groups may be big, small, formal, informal, intentional or unintentional. When organized method through which groups are formed, help is acquired, information is conveyed, and actions are taken to achieve certain outcomes. When it comes to online social networking, sites are commonly used. These sites are known as social networking sites.

With the advent of technology many platforms were made available to us such as Face book, Twitter, MySpace and LinkedIn. It was traditionally created to connect with individuals from all over the world. This includes employees, friends and families. However, as the number of users increase to millions, organizations are also trying to connect with employees more so than ever. For example, as of the third quarter of 2014, Face book had 1.35 billion monthly active users. **What'sApp** is an instant messaging app for smart phones that operates under a subscription business model. In January 2015, What'sApp was the most globally popular messaging app with more than 700 million active users, with India alone having a user base of more than 70 million.

A. Social network: A Boon or Bane for organizations?

Company's executives and management still frown on the idea of employees spending any part of the workday on their Face book pages, watching YouTube, or Tweeting and many more applications like Viber, facetime.... The worries that management has in regard to social networking include perceived loss in staff productivity, data leakage from staff gossiping freely in an open environment, damage to a company's reputation, scams practiced by "cyber crooks," and the open access to company information because of outdated passwords.

On the other hand there are few who believe that if employees are working hard and delivering results on time, then it should not matter if they are visiting social networking sites while they are at work. It is also important to treat employees with respect and tact, causing them to be even more productive and increase their loyalty to the organizations. Social networking sites are capable of increasing the levels of employee performance and satisfaction when used wisely and efficiently.

II. LITERATURE REVIEW

TABLE I: Literature Review

Sr.No.	Title of paper & Author Name	Findings /Conclusions
1	A Conceptual Analysis of Social Networking and its Impact on Employee Productivity Author- Benjamin B. Aguenza,, Ahmad Puad Mat Som IOSR Journal of Business and Management (IOSRJBM)ISSN: 2278-487X Volume 1, Issue 2 (May-June 2012), PP 48-52	The three main purposes of this exploratory study were to (i) investigate the relevance of collaborative technology such as social networking to employee productivity in the workplace, (ii) examine positive and negative perceptions of social networking sites, and (iii) provide relationship between social networking and employee productivity. Social networking generally stimulates collaboration and knowledge sharing between individuals, which can lead to increased or decreased productivity. But social networking should be guided in an useful way to get maximum results from the employees, as there are drawbacks that employees may succumb to it, if left unattended.
2	Effect of online social networking on employee productivity Author- A. Ferreira, T. du Plessis	Social networking generally stimulates collaboration and knowledge sharing between individuals, which can lead to increased productivity through the creation of Communities of Practice/Interest. But OSN technology should be channeled in effective ways to ensure maximum results, as there are pitfalls that employees may succumb to if left to their own strategies

Sr.No.	Title of paper & Author Name	Findings /Conclusions
	ISSN 1560-683X Published by InterWord Communications for Department of Information and Knowledge Management, University of Johannesburg	
3	Social Media in the Workplace: Does it Impact Productivity? Author- Barbara Siegel , Friday, March 28, 2014 http://www.lakeforestmba.edu/blog/social-media-workplace-impact-productivity/	Social networks have even had a measurable impact on workplace activities as human resource policies are adjusted to keep pace with the new social norms. Given the prevalence of Smartphone use, a ban on social media in the workplace is likely to be less effective than a guideline on appropriate and moderate use.

III. RESEARCH METHODOLOGY

The research is purely on primary data basis and the data was collected through an online survey (<https://docs.google.com/forms/d/15nxNZi2ehZLTZst2u68EQ837BI7xNcgKRF9-EKh2w4/viewform>) where all the respondents used internet.

A. Objectives:

The objectives of the study were to:

1. To understand the current trend of social media sites/what's app across varied professions.
2. To understand the opinions of employees regarding the advantage and disadvantage of social media.
3. To study the implications of social media on employee behavior.
4. To determine the perception of men and women towards gaming applications and social media.

B. Hypothesis:

H₀: There is no significant difference in the perception of male and female respondents regarding obsession of social media.

H₁: There is significant difference in the perception of male and female respondents regarding obsession of social media.

C. Data collection & Sample Size:

The data was collected through a questionnaire which was sent across to 120 people and 82 responses were generated.

IV. DATA ANALYSIS

A. Demographic profile of the respondents

Following is the analysis and interpretation of the demographic details of the sample collected:

Table II: Age Group (Source: Survey Sample)

Age Group	No. of respondents	Respondents in %
20-25	5	6.1%
25-30	25	30.5%
30-35	27	32.9%
35-40	10	12.2%
40 and above	15	18.3%

1. The majority of the respondents were in the age group of 25 years to 35 years.

2. Around 43% of the respondents were having work experience of "0-5 years", 26% of the respondents were having work experience of "6-10 years" and remaining 32% were having work experience of more than 10 years.

Following is the analysis and interpretation of the demographic details of the sample collected:

1. In era of smart phones, the Indian users are also becoming more and more tech savy and around 79% of the respondents were accessing internet through 3G/4G data package. However the respondents are using wi-fi or broad band facilities at home (72%) and at office also (57%).

2. 94% of the respondents were using facebook very regularly, 54% of the respondents were accessing You Tube, 43% respondents were using LinkedIn. However only 13% respondents are using Twitter as a social networking site.

3. Around 46% of the respondents were using this social networking sites on a daily basis, and 44% respondents login to these sites more than once in a day and around 10% of the respondents access these sites on weekly basis.

4. 37% respondents spend less than an hour accessing these social networking sites/what's app. 35% use these sites/what's app for 1-2 hours, 17% spend 1-2 hours per day and 11% spend more than 3 hours for the below mentioned causes:

Table III: Causes of using social Networking sites (Source: Survey Sample)

To upload photos	23	28%
To connect with old friends	73	89%
To find new friends	14	17%
To Chat	25	31%
To build business contacts	36	44%
To find employment opportunity	18	22%
Any other reason	5	6%

5. 46% respondents strongly agree that Whats app is a better way of communication with friends, family and colleagues than facebook, 21% agree to the above statement, 15% are having a neutral opinion, 11% disagree and remaining 7% strongly disagree.

6. 16% respondents strongly agree that social networking sites/ Whats App act as a refreshment during office hours, 29% agree to the above statement, 19% are having a neutral opinion, 28% disagree and remaining 8% strongly disagree.

7. 35% respondents strongly agree that they share and discuss work related matters through these sites/ whats app, 21% agree to the above statement, 12% are having a neutral opinion, 12% disagree and remaining 8% strongly disagree.

B. Testing of Hypothesis:

Z-Test was applied to check the position of hypothesis and data furnished in Table-3 clears the position of hypothesis.

Z-Test: Paired Two Sample for Means

Table IV: Descriptive statistics (Source: Survey Sample)

Descriptive Statistics	Female	Male
Mean	3.3	3.2
Known Variance	2.11	2.11
Observations	40	40
Hypothesized Mean Difference	0	
z	0.3078745	
P(Z<=z) one-tail	0.3790889	
z Critical one-tail	1.6448536	
P(Z<=z) two-tail	0.7581778	
z Critical two-tail	1.959964	

Table IV indicates the result of Z-test where p-value is found to be 0.7582 which is greater than 0.05. The upper limit value is 3.3097 and lower limit value is 2.6902. Sample mean on five point scale for female respondents is \bar{X} 3.300, and Male respondents is \bar{X} 3.200, the sample mean in both the cases lies in the region of acceptance. For this reason we fail to reject H_0 (Null Hypothesis) and conclude that there is no significant difference in the perception of male and female respondents regarding obsession of social media.

The researchers were keen to know whether these social networking sites should be blocked by the IT department at their work place. The following are the opinions of the respondents:

8. 24% respondents strongly agree that social networking sites should be blocked by organization's IT department., 11% agree to the above statement, 31% are having a neutral opinion, 24% disagree and remaining 10% strongly disagree which makes it difficult to draw a clear conclusion. Hence, it remains sole discretion of individual organisation.

V. CONCLUSION

The social networking sites/what's app are becoming an essential part of their lifestyle. The result of the survey also validates the above statement as 43 respondents working with corporate, 11 respondents were doctors, 22 respondents were from teaching profession and 7 respondents were not employed.

"Each coin has two sides...it's on us how we deal it..." a valid opinion given by one of the respondent which is a true statement with relevance to our research. The respondents believe that these social networking sites/what's app have more advantages than disadvantages because in today's busy world we don't have time to meet friends & relatives, so it's a best way to connect with them, social networking sites are very useful for promoting business. However, people are now getting addicted to these sites/what's app in last 10 years and users unlock their cell phones even when there is no reason to open it.

Majority of the respondents feel that social media act as a refreshment during the office hours but what's need to be checked and monitored individually and by the organization that this refreshment or a break does not turn into an addiction/obsession. As rightly said by one of the respondents: "I think it's an excellent tool if used properly for work and pleasure both. All one needs to do is find a balance."

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